Permit #F00031325

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00031325 **Type of Permit:** FILMING **Release Date:** 09/09/2010

Production Company BELIEVE MEDIA INC

Insured Company Name BELIEVE MEDIA INC

Contact Phone No. 1 323-645-1000
Contact Phone No. 2
Fax 323-645-1099
Address 1040 N LAS PALMAS, #10
LOS ANGELES, California 90028

Production Title PALMOLIVE

Type of Production Commercial - Standard

Producer JOHN HARDIN

Director CHRIS APPLEBAUM

1st AD JEREMY ROBINSON

Production Manager MICHAEL OCONNOR

FilmL.A. Coordinator Asia Robinson

Location Manager MICHAEL O'CONNOR
Primary Phone Mobile - 213-925-6562
Secondary Phone

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE $625.00	**Total Permit Fee** $710.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE $85.00	**Number of Locations** 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00031325
Production Company BELIEVE MEDIA INC
Insured Company BELIEVE MEDIA INC
Production Title PALMOLIVE

Location Manager MICHAEL O'CONNOR
Primary Phone Mobile - 213-925-6562
Secondary Phone

Location Address 5362 Auckland Ave, Los Angeles, CA, 91601

Location Type Stage

Location Description NON-CERTIFIED STAGE

Film Dates 9/10/2010 - 9/10/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Believe Media AA 10.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	45
Cube Trucks	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55

Filming Activities Equipment on property; Interior Dialogue; Interior Performance and Playback;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Believe Media ("Principal") and am
Name of "Principal" / Production Company
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 4/7/10

By Michael O'Connor
Representative's Signature

SIGN HERE

BELIEVE MEDIA
Name of "Principal" (Production Company)

1040 N. Las Palmas Ave, Bldg 10
Principal's Address

MICHAEL O'CONNOR
Print Principal Representative's Name

L.A., CA 90038
City, State, Zip Code

Production Supervisor
Representative's Title (i.e. UPM, Loc Mgr)

(323) 645-1000
Principal's Telephone Number

SAMPLE NOT FOR SUBMIT